

Subject: Re: First Thursdays Trolley Ridership
From: Lorena Parker <lparker@sanpedrobid.com>
Date: 11/21/2016 03:05 PM
To: "Bezmalinovich, Augie" <ABezmalinovich@portla.org>
CC: Jonathan Williams <jwilliams@labattleship.com>

Augie,

Let's just have an informal meeting with Jonathan, you and me. We can discuss.

What's your schedule? I'm not in Wed-Fri. this week.

Lorena Parker
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On Mon, Nov 21, 2016 at 2:39 PM, Bezmalinovich, Augie
<ABezmalinovich@portla.org> wrote:

OK, not sure - I like the idea of creating a PBID adhoc subcommittee on the Trolley - I would be willing to chair and I would like Jonathan on that committee.

When we started with 1st Thursday Trolley service, I did see people aboard and I'm wondering if maybe the cold weather has something to do with it? Is 1st Thursday's getting less folks now in the winter time? Is it not being promoted?

From: Lorena Parker [mailto:lparker@sanpedrobid.com]
Sent: Monday, November 21, 2016 12:11 PM
To: Bezmalinovich, Augie
Subject: First Thursdays Trolley Ridership

Augie,

We've been running the First Thursday trolleys for awhile now and I wanted to

report back to you that there is almost zero ridership.

I'm wondering if those funds can be spent more efficiently?

Your thoughts?

Lorena Parker

Executive Director

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